



UNITED WE FIGHT

2017 IMPACT REPORT

**FIGHT
COLORECTAL
CANCER**

Dear Advocate,

Looking back on 2017, so many moments served as vibrant examples of the power we have when our community forms a collective voice to bring about greater change. Our 2017 Impact Report looks back over the past fiscal year and highlights the ways Fight Colorectal Cancer approached and offered support to anyone touched by this disease.

It shares the stories of our national efforts and local impact. It showcases some of the people we empowered, educated and enriched.



A COLLECTIVE VOICE

For me, perhaps the most defining moments of our year occurred through a series of phone calls:

- My first call was with Dr. Jill O'Donnell-Tormey, the president of the Cancer Research Institute (CRI). I shared our goal to convene leading experts in colorectal cancer oncology and immunotherapy and asked her to partner. She said, *"Yes! Let me know what you need! And if you can raise \$200,000 dollars, CRI will match it."* We did just that.
- The next call came from Dr. Tom Marsilje, stage IV survivor and advocate. He wanted to automate and streamline his Excel spreadsheet full of clinical trials he was manually curating and sharing with patients. He wanted to know if Fight CRC would support his idea. I said, *"Yes! Let's do it."*
- A few weeks later, I was on a call with Flatiron Healthcare, a technology group in NYC who was willing (free of charge) to develop a tool to make Tom's vision for his Excel spreadsheet a reality. In just a couple of months, the Flatiron and Fight CRC teams worked together with Tom and Maia (CeeCee) Walker to launch the first patient-curated clinical trial search tool hosted on the Fight CRC website. Newsweek's article about the tool called us "rebels," although I see it as a game-changer for all patients.

At the beginning of the year, I had no idea this series of calls would lead to such a substantive impact. But they've all helped characterize and define our role as an organization: we serve as conveners and drivers to push for meaningful change. You see that in our mission-driven programs, campaigns and advocacy efforts.

As we look to 2018, our team is committed to keeping our work relevant to our mission and collaborating with experts who will make our efforts go further to create a real impact in people's lives. We will continue to bring together the most inspired minds, listen and look for opportunities to take action and grow our efforts into local communities across the country.

Each story in this Impact Report reflects a moment, person or project that energized us and gave us hope that Fight CRC is a trusted organization making a real impact. I hope you will take some time to read about our work, engage in conversations with us on social media, sign up for our eNews and even make another donation.

Thank you for your ongoing support! And a special thank you to our community of survivors, caregivers, fighters and advocates, as well as our amazing partners and colleagues. We couldn't do any of this without you.

Sincerely,



Anjee Davis, MPPA
President of Fight Colorectal Cancer

SUPPORT OUR WORK!
GIVE.FIGHTCRC.ORG »

LEADERSHIP



Constantine and **Dana** hosted Crush Cancer at SPiN NYC and raised \$77,122!



Michael and **Sahar** represented Fight CRC at the Stand Up to Cancer telethon.



Andrea Kramer's letter-writing campaign raised \$159,710!
Andrea Kramer (left) and **Helene Byrnes** (right) support our annual Cleveland Cavaliers awareness game that raised over \$5,000.

FIGHT COLORECTAL CANCER'S BOARD OF DIRECTORS

The board provides strategic direction for our organization as we continue to see tremendous growth.

Nancy Roach

FOUNDER & CHAIR OF THE BOARD

Michael J. Robertson

VICE CHAIR

Dana Rye

TREASURER

Andrea Kramer

SECRETARY

David Wicks

Hélène Byrnes

Dr. Indran Indrakrishnan

Constantine Contopoulos

Sahar Wali

Ron Doornink

Alan Balch, Ph.D.

STAFF & CONSULTANTS

Fight CRC employs 13 full and part-time staff members, as well as several contractors, including a policy strategist in D.C.

MEET THE TEAM AT [FIGHTCRC.ORG/TEAM](https://fightcrc.org/team) »



My vision has always been to find a cure. The thing I love about our leadership is their passion for the cause and their personal connection, which is what makes them passionate.

- Founder, Nancy Roach



Thanks to **David Wicks** (pictured far left), Fight CRC's PSA played in Times Square on the NASDAQ jumbotron during March!



Dr. Indrakrishnan (pictured second to right) helped secure Georgia's state proclamation for Colorectal Cancer Awareness Month. He was sworn in by Governor Nathan Deal as the first Asian American to the Georgia Board for Physician Workforce and received a Georgia Senate Resolution in recognition of his contributions to society.

The FIGHT CRC team's attitude is infectious. Every time I'm around them I am filled with such positivity. Knowing they are working so hard for people like me makes it impossible not to want to help in any way I can.

- John MacLeod, stage IV survivor & Fight CRC Ambassador

GRASSROOTS ACTION COMMITTEE

The Grassroots Action Committee (GAC) serves as an extension of our staff. As volunteers, they offer support and mentorship to our advocate community.



Pam Seijo
CO-CHAIR, STAGE IIIC SURVIVOR, WEST VIRGINIA



Maria Williams
CO-CHAIR, CAREGIVER, WASHINGTON



Trish Lannon
SECRETARY, STAGE IIIC SURVIVOR, MARYLAND



Chris Ganser
STAGE III SURVIVOR, NORTH CAROLINA



Chad Schrack
CAREGIVER, OHIO



Sheila Schrack
STAGE IIIC SURVIVOR, OHIO



Walter Hickman
STAGE II SURVIVOR, GEORGIA



Amanda Houston
STAGE II SURVIVOR, NORTH DAKOTA



Kristin Keesen
STAGE III SURVIVOR, COLORADO



John MacLeod
STAGE IV SURVIVOR, PENNSYLVANIA



Marsha Baker
CAREGIVER, CALIFORNIA



Lauren Addy
CAREGIVER, SOUTH CAROLINA

AWARD WINNERS

READ MORE ABOUT FIGHT CRC'S AWARDS
AT [FIGHTCRC.ORG/AWARDS](https://fightcrc.org/awards) »



CHAMPION ON THE HILL **Thomas Saunders**, former legislative assistant for Rep. Donald Payne, Jr. and current Director of Government Affairs for Ports America



ANDREW GIUSTI MEMORIAL AWARD – Research advocates **Florence Kurtilla** (pictured right) and **Elaine Newcomb** (pictured left)



APPRECIATION AWARD – **Alan Balch, Ph.D.**, for his years of service on the Fight CRC board of directors



COMMUNITY ADVOCATE AWARD – (From left to right) **Candace Henley, Chad & Sheila Schrack** and **Larry Nall**

WHY

WE

EXIST



COLORECTAL CANCER FACTS IN THE UNITED STATES:

- **135,000+ PEOPLE** are diagnosed, although it's highly preventable.
- **20% OF PATIENTS** continue to present with late-stage disease.
- **50,000+ LIVES** are claimed each year.
- **23 MILLION PEOPLE** who are 50 years old and older are NOT being screened.
- **1 IN 7 COLORECTAL CANCER PATIENTS ARE UNDER AGE 50.**
The number is increasing and we need to know why.

GETTING BEHIND A CURE:

- **In the last decade**, you have given over \$1 million to colorectal cancer research.
- **In the last 20 years**, research advancements have tripled the median survival for patients with late-stage CRC to 20–24 months. That is still not long enough!
- **We are seeing advancements** in biomarkers for the earlier diagnosis of, selection of personalized therapy for, and prognosis of colorectal cancer!
- **In 2016**, two FDA-immunotherapy (IO) drugs were approved providing much needed help for colorectal cancer patients who have MSI-high or dMMR tumors. Researchers are opening up new clinical trials to find out how we can help the 85% of patients who are not MSI-high.

OUR MISSION

Each fact listed is a problem. A reason to take action. Our job at Fight Colorectal Cancer is our mission:

To raise our voice to empower and activate a community of patients, fighters and champions to push for better policies and to support research, education and awareness for all those touched by this disease.

WHY WE EXIST

HOW DO WE DO IT?
WE EMPOWER PEOPLE!

DEEPEN
GROW
CONVERT
ACTIVATE

WHO

WHO WE REACH

- Patients/Survivors
- Caregivers & Family Members
- Healthcare Providers
- Researchers & Scientists
- Policy Makers
- General Public
- Industry/Pharma
- Media
- Public Health Professionals
- Community Leaders

WHAT

WHAT WE DO

- Lead
- Convene
- Collaborate
- Advocate

HOW

HOW WE DO IT

- Advocacy
- Research
- Awareness
- Patient Education

FINDING
A CURE FOR
COLORECTAL
CANCER

AND EVERY DAY, OUR COMMUNITY OF FIGHTERS GROWS. AS OF JULY 1, 2017:

- **73,134 PEOPLE REACHED**
- **39,470 ACTIVE PEOPLE** in our database:
 - **61% want** to be notified about everything
 - **56% engage** as advocates
 - **48% use** our patient resources
- **24,950 FACEBOOK** page likes (14% increase)
- **209,000 YOUTUBE** video views (16% increase)
- **7,900 TWITTER** followers (22% increase)
- **6,000 INSTAGRAM** followers (64% increase)
- **50,529 Average monthly visitors** to our website
- **85,147 Average monthly pageviews** of our website



WHAT MAKES US DIFFERENT?

WE DEMAND CHANGE.

**WE RAISE OUR VOICES
& TAKE ACTION.**

**WE FIGHT ON
BEHALF
OF OTHERS.**

**WE BELIEVE
ADVOCACY WORKS!**



*TO LEARN MORE
ABOUT WHO WE REACH,
SEE PAGE 20—
PATIENTS TELL ALL! »*

*Here's
a glimpse into
how we fought
this year...*



CREATING MOMENTUM FOR SCIENCE

RESEARCH WILL LEAD TO A CURE FOR COLORECTAL CANCER.

That's why we grew our research program in the era of groundbreaking, revolutionary science we live in today.

This year we made waves in research by empowering the patient and bolstering support for colorectal cancer research projects.

**WE'VE FUNDED OVER
\$1 MILLION IN RESEARCH.
EACH YEAR, WE KEEP
INVESTING BACK
INTO SCIENCE!**

OUR RESEARCH FUND PUTS 100% OF EVERY DOLLAR GIVEN TOWARDS:

- **DIRECTLY FUNDING RESEARCH** through our research grant
- **CONVENING GLOBAL EXPERTS** to advance research
- **PARTICIPATING IN AND PRESENTING RESEARCH** on behalf of the CRC community of patients
- **TRAINING RESEARCH ADVOCATES** to engage first-hand in the science
- **EQUIPPING PATIENTS WITH TOOLS** to gain access and understanding

**GIVE TO RESEARCH!
[FIGHTCRC.ORG/RESEARCH](https://fightcrc.org/research) »**

COLLABORATION WORKS!

Our research grant DOUBLED when we partnered with the Cancer Research Institute (CRI) who matched our \$200,000. We jointly awarded a \$400,000 grant to Cindy Sears, M.D. for her investigation on the gut microbiome (“gut ecosystem”) and immunotherapy.



Being able to work with Fight CRC and Cancer Research Institute has been inspiring for me as an infectious diseases physician-scientist because of the dedication to conquering colon cancer that I have observed in a broad range of scientists and survivors.

- Cynthia L. Sears, M.D.
Johns Hopkins School of Medicine



DRIVING INNOVATION: A FIRST-OF-ITS-KIND TOOL

Selected as a passion project, within 3 days the healthcare technology and services company Flatiron Health dedicated their annual hack-a-thon to build our **Late Stage MSS-CRC Trial Finder: A Curated List Powered by Patients**. This project was a dream of Tom Marsilje, Ph.D. who partnered with Fight CRC so thousands of fellow late-stage patients, like Tom himself, could find a list of clinical trials curated from a patient's point of view.

The Trial Finder went live on May 16, 2017 and within 60 days:



CHECK OUT TRIALFINDER.FIGHTCRC.ORG »



The July 28, 2017 issue of Newsweek featured Dr. Tom Marsilje (top left) on the cover and a story about our project!

IN MEMORY

Tom passed away in November 2017. It is an honor to carry on his work and legacy.

INVESTING IN SCIENCE

Fight CRC continued to convene the Immunotherapy Work Group of global experts. These experts are committed to working with Fight CRC on advancements in colorectal cancer immunotherapy.

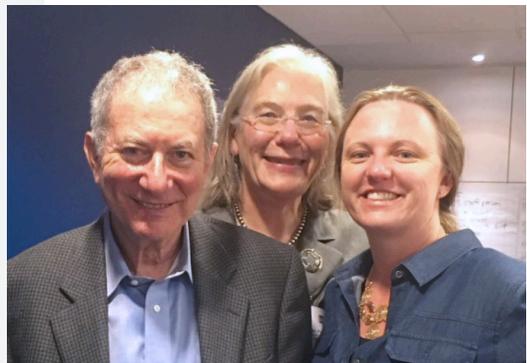
The publication authored by this Work Group, “*A Blueprint to Advance Colorectal Cancer Immunotherapies*” is published in the Nov. 2017 issue of *Cancer Immunology Research*.



To reach as many CRC patients as possible with my clinical trial tool, my partner Maia and I needed more than our simple grassroots website – we needed an advocacy organization. I had worked with Fight Colorectal Cancer for several years. Their mission is focused on patient education and empowerment, and they have a strong commitment to research. I decided teaming up with Fight CRC would create a perfect partnership for our curated trial finder.



- Tom Marsilje, Ph.D., creator of the “Late Stage MSS-CRC Trial Finder”



Director of Health Promotion **Andrea (Andi) Dwyer** (right) working on evaluating 80% by 2018, pictured with **Rocky Feuer** from National Cancer Institute (left) and **Ann Zauber, Ph. D.** of Memorial Sloan Kettering Cancer Center



Dr. Dennis Ahnen (left) and survivor Amanda Houston (right)

We began to tackle the “under 50” issue by forming an Early-Onset Work Group dedicated to funding research that asks “why” rates for those under age 50 are on the rise.



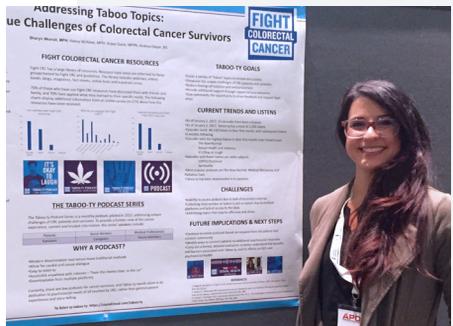
I’m proud to be part of an organization that is looking at the under 50 diagnoses in thoughtful ways. This is a complicated issue and deserves thoughtful discussions. I’m proud Fight CRC is including the patient voice in this important discussion.



- Amanda Houston, stage II survivor diagnosed at age 34

**LISTEN TO OUR PODCAST!
TABOO-TY.ORG »**

We presented the advocate perspective at the NCI’s “Approaches to Blue Ribbon Panel Recommendations: The Case of Lynch Syndrome” workshop and informed the cancer community on what CRC patients need and want in our abstract “*Addressing Taboo Topics –Discussing the Unique Challenges of Colorectal Cancer Survivors*” at the American Psychosocial Oncology Society (APOS) annual meeting.



Sharyn Worrall, MPH, Fight CRC’s Patient Resources Manager, presenting on Fight CRC’s resources.

RESEARCH ADVOCACY WORKS

Our Research Advocacy Training and Support (also called RATS) program empowers and trains colorectal cancer research advocates passionate about the science. The program was started in 2009 by Nancy Roach and the late Kate Murphy. Since then, Fight CRC research advocates have attended over 140 research and medical conferences, participated on review panels for grants, served as patient advisors on national and local committees, and co-authored publications! This program has grown tremendously. Supported by public health professionals, Fight CRC has hired staff to strengthen the learning curriculum for these advocates.

A Voice for Patients

Our research advocates include survivors, caregivers, healthcare professionals and champions in **15 states** and **2 countries**.

They include **17 survivors**, **3 caregivers/family members**, **2 researchers/medical professionals**.

77% are survivors, 14% are caregivers/family members, 9% are researchers / medical professionals

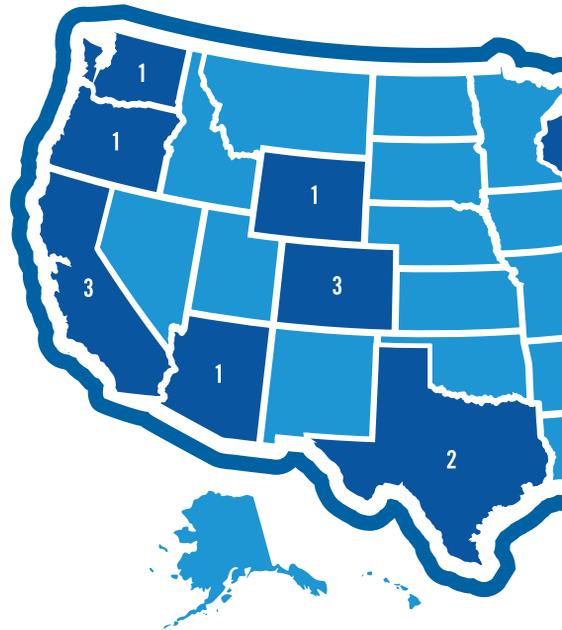
OUR ENGAGEMENTS ARE GROWING. RESEARCH ADVOCATES ARE INVOLVED IN:

6+ STATE CANCER COALITIONS

helping inform development
of state cancer plans

5+ STATE-LEVEL INDEPENDENT REVIEW COMMITTEES

sharing a patient voice in terms of
clinical trials review and understanding



FIGHT CRC RESEARCH ADVOCATES IN NATIONAL GROUPS:

- American Academy of Cancer Research (AACR) Science Survivor Program
- Patient-Centered Outcomes Research Institute (PCORI)
- Department of Defense (DoD) Consumer Review
- Southwest Oncology Group Committees (SWOG)
- National Institutes of Health (NIH)
- National Cancer Institute (NCI)



Research advocates play a vital role in shaping NCI’s work. They challenge us, and ensure that we never lose sight of what we are here to do – which is to improve patient outcomes by advancing cancer research. We can’t do this without the unique perspectives research advocates bring. ”

- Dr. Doug Lowy, NCI Deputy Director

SOURCE: [HTTPS://WWW.CANCER.GOV/ABOUT-NCI/ORGANIZATION/OAR/RESEARCH-ADVOCACY](https://www.cancer.gov/about-nci/organization/oar/research-advocacy)

As Research Advocates, patients have opportunities to be active participants in research. The RATS program provides advocates with the necessary experience and education to engage in a meaningful way and work with a network of academics, scientists and industry leaders. Our efforts will advance research in colorectal cancer prevention, treatment and survivorship.

*LEARN MORE ABOUT
OUR RESEARCH EFFORTS
[FIGHTCRC.ORG/RESEARCH](https://fightcrc.org/research) »*

RALLYING SUPPORT FOR CRC POLICY

**WE MAINTAIN A YEAR-ROUND PRESENCE IN
D.C. TO ENSURE THE COLORECTAL CANCER
ADVOCATE VOICE IS HEARD.**

We attend Hill meetings, briefings and hearings to provide input to lawmakers and share the latest information with our grassroots advocates. We relentlessly rally the advocate community around policies that support patients and federally fund research.



WE SOLD OUT AND HOSTED OUR LARGEST CALL-ON CONGRESS TO DATE! In March 2017, 132 advocates attended Call-on Congress representing 32 states and 1 territory in 150 Hill meetings.

EQUIPPING ADVOCATES TO MAKE AN IMPACT

EMPOWERED



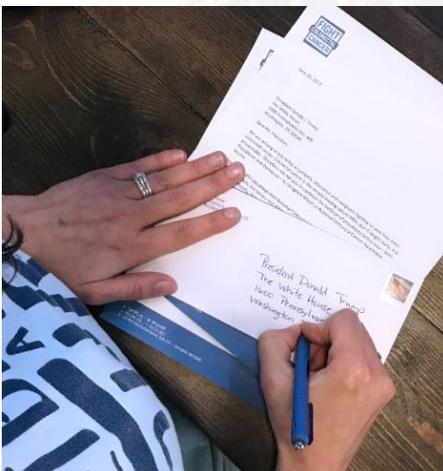
Our tools make advocacy easy. This year our advocates sent over **9,930 EMAIL MESSAGES** to Congress, and even more social media posts.



PROGRESS

WE FOUGHT FOR:

- **21st Century Cures Act**
Passed and signed into law December 13, 2016.
- **National Defense Authorization Act (S. 2943)** removing funding restrictions.
- **Medicare Loophole Bill (H.R. 1017/S.479)** We reached 289 co-sponsors in the House and 39 senators. Unfortunately, it never came up for a vote.



This year we led an effort alongside our colorectal cancer partners to ask President Trump to reinstate March as Colorectal Cancer Awareness Month at the White House.

“

Advocacy for issues that affect patients and their communities is NOW, MORE THAN EVER, important and crucial. The debate on the future of our healthcare system will continue. As a former Capitol Hill staffer, I know your phone calls, emails, letters, meetings and social media advocacy efforts have an impact. ”

- Tom Saunders,
Director of Government Affairs for Ports America

GET INVOLVED AT
BLUESTARSTATES.ORG »



168 advocates across all 50 states requested proclamations from their governors to recognize March 2017 as Colorectal Cancer Awareness Month as part of Blue Star States. Pictured above are advocates in Iowa. (46 governors issued them!)

MOVEMENT

STRONGER
TOGETHER



SUPPORT A SCHOLAR!
[FIGHTCRC.ORG/SCHOLAR](https://fightcrc.org/scholar) »



26 first-time Call-on Congress attendees were provided scholarships!



I felt empowered, determined and dedicated to making changes after Call-on Congress. It was so great to be in one place where everyone was connected by one thing - colon cancer! It also was great to know that I wasn't alone. I had 150 people sharing in my fight. I came home with a mission... to not give up my fight, and to do so with many newfound friends! Thank you to Fight CRC for this once-in-a-lifetime opportunity! ””

- Kelly Ingram, stage IV Survivor and 2017 Call-on Congress Scholar (pictured above)

CONGRESSIONAL COMMITTEE

Our Congressional Committee provides guidance and staff support for better policies to address screening, awareness, regulatory and research issues related to prevention and treatment of colorectal cancer. The honorary members also foster a greater recognition, support and coordination amongst policy makers and advocacy efforts and lend their voices to advance outreach efforts.



I know firsthand what colorectal cancer can do to a family. In 2015, I lost my wife Pam to this disease, and it was a devastating time for my family and me. I'm proud to join Fight Colorectal Cancer's Congressional Committee to bring awareness to the importance of preventive screenings for colorectal cancer and support efforts being made toward finding a cure.

- Rep. Dr. Phil Roe (TN)

Our Congressional Committee led efforts to reintroduce the Medicare loophole bill and proclamations in the House and Senate recognizing March 2017 as Colorectal Cancer Awareness Month.

As an advocacy organization, we diligently look for effective ways to persuade and educate members of Congress, policymakers and their staff members on issues facing colorectal patients. As a non-partisan organization, no matter the administration, whenever we look for a senator or a congressman to sponsor a bill or letter, we make every effort to find strong allies on both sides of the aisle.



Rep. Rodney Davis (R-IL)



Rep. Charlie Dent (R-PA)



Rep. Mike Fitzpatrick (R-PA)
(RETIRED)



Rep. Leonard Lance (R-NJ)



Rep. Betty McCollum (D-MN)



Rep. Donald Payne, Jr. (D-NJ)



Rep. Phil Roe (R-TN)

STRONGER TOGETHER.

Effective advocacy takes teamwork. Our legislative priorities receive greater attention when we work with others who share our objectives and amplify our voices. Especially when we are working to address issues like appropriations, healthcare reform and screening, it's important to partner with organizations whose legislative priorities and goals mirror our own. That's why we partner with other patient organizations, research advocacy groups and advocacy coalitions to make our united message heard loud and clear.

We work with advocacy allies to circulate and send letters to members of Congress and federal agencies, we support each other on Hill Days and at rallies and most importantly, we work together to engage our grassroots networks on clear, correct and compelling messages.

TO SEE A COMPLETE LIST OF ORGANIZATIONS WE PARTNER WITH, VISIT FIGHTCRC.ORG/PARTNERS »

OFFICIAL PARTNERS:



COALITIONS:

- Digestive Disease National Coalition
- Research! America
- Personalized Medicine Coalition
- Alliance for a Stronger FDA
- One Voice Against Cancer (OVAC)
- Patient Engagement Advisory Committee
- Cancer Leadership Council
- Defense Health Research Consortium



YEAR- ROUND AWARENESS

**IT STARTS WITH MARCH,
COLORECTAL CANCER AWARENESS MONTH.**

But our awareness efforts are year-round. Survivors and their families post online, host local events and distribute materials to local clinics. Celebrities join in on the action. **This year, it was impossible to miss Fight CRC advocates all March... and beyond!**

NEW SPOKESMAN JOINED THE FIGHT

National Spokesmen **Craig Campbell** and **Scott Lagasse, Jr.** took awareness to a whole new level this year! They both kicked off March 1 with us and then rallied to play cornhole alongside famous friends who came together to support **One Million Strong** during CMA Fest.



Scott put the Fight CRC logo on his car and uniform and told his story of surviving stage I colon cancer in a PSA sent to TV stations. The PSA received 149.1 million impressions and \$2.3 million in total donated media value within the first 6 months.



I'm a huge believer in teamwork and Fight CRC's **One Million Strong** is a great team fighting for prevention and survivors like me. I'm happy to be a part of it.

- *Scott Lagasse, Jr. stage I survivor and national spokesman*



Country stars lined the red carpet before a friendly competition of cornhole at the 5th annual Craig Campbell Celebrity Cornhole Challenge during Nashville's 2017 CMA Fest. The One Million Strong Benefit Dinner immediately following featured grammy-nominated singer-songwriters Jimmy Yeary and wife Sonja (pictured below), and Rivers Rutherford as well as Nashville Mayor Megan Barry. In total, the events raised over \$180,000 for Fight CRC.



I lost my dad to colorectal cancer at 11 years old, and I've made it my mission to raise awareness and support research alongside Fight Colorectal Cancer so nobody else has to face the same thing.

- *Craig Campbell, country music artist and national spokesman (pictured right)*



WHAT IS ONE MILLION STRONG?

One Million Strong is Fight Colorectal Cancer's movement uniting the over one million survivors of colorectal cancer and their loved ones to get behind a cure and prevent future cases.

Because of Fight CRC's *One Million Strong*, I am now part of a family of survivors and fighters that are leading me, walking beside me and following me to make a difference and put an end to this awful disease!

- Melissa Bahr, stage IV survivor and Fight CRC ambassador

MEET ALL 30 OF OUR AMBASSADORS AT FIGHTCRC.ORG/AMBASSADORS »



THIS IS CRAP.

We used the raw emotion of our One Million Strong community for a campaign called "This is Crap." We told the stories of our 22 Ambassadors (advocates who volunteer to put a "face" to the disease by sharing their stories and becoming spokespeople) through photos, Facebook videos, blog posts and a PSA that rotated in Times Square during March. As a result, we gathered 14,000 petition signatures in 3 weeks and reached hundreds of thousands of people with our stories.

We also received a PRISM award from the KC Chapter of Public Relations Society of America.



In Memory

Fight CRC Ambassador, Robyn Schmid Tiffée (pictured right) was diagnosed with stage IV CRC at age 31. She passed away in April 2017. We continue to fight in her memory.

Ambassador Candace Henley (center) received an 80% by 2018 Screening Champion award from NCCRT!



In memory of Broadway actress Karen Walsh (pictured left), who passed in May 2017

STRONGER TOGETHER IN MARCH

We took the lead for Colorectal Cancer Awareness Month and kicked it off with One Million Strong in New York City. In collaboration with several partners, we supported the national goal of 80% screened by 2018 with a live stream event from Times Square.

The star-studded event featured Katie Couric, Luke Perry, Craig Campbell, Scott Lagasse, Jr., Broadway actress Karen Walsh and Telemundo's Jorge Bernal.

We live-streamed on the American Cancer Society, Mayo Clinic and Fight CRC Facebook pages, reaching over 105,000 people in the first 24 hours of March!

"Countdown to 2018" received a SCOPY award from American College of Gastroenterology!

IN MARCH 2017 ONE MILLION STRONG REACHED:

- 54.9 MILLION social media impressions
- 100,000 website visits
- 500 MILLION media impressions

COUNTDOWN TO 2018 PARTNERS:





AS SEEN ON...

DID YOU SEE
LUKE PERRY?

WE LOVE RE-RUNS!

RACHAEL

the
Insider

Aol.

us
WEEKLY

FOX NEWS
Channel

STAT

TELEMUNDO

UNIVISION

NIGHTLY NEWS
WITH LESTER HOLT

npr

SIRIUSXM
NASCAR
RADIO

NEWS
MEDICAL
LIFE SCIENCES

DOCTOR RADIO

Oncology
NURSINGNEWS

the **Boot**

CNN
AIRPORT NETWORK

Inked
CULTURE. STYLE. ART.

RESIDENT
MAGAZINE



An **August 2016** episode of the Real Housewives of Orange County showcased Fight CRC to millions of viewers when it showed housewives Meghan King Edmonds and Heather Dubrow speaking at our Call-on Congress Hill Briefing.

A photograph of two women, Heather and Meghan, clapping their hands. They are both smiling and wearing blue dresses. The background shows an indoor event space with other people and tables.

Heather and Meghan at our Celebration Dinner after a day of advocating on Capitol Hill during Call-on Congress.

Out of all the PSAs Nielsen monitored in 2016, our PSA with Meghan King Edmonds ranked in the top 10% based on airings the PSA received. It received a total of nearly 200 million impressions and \$4.2 million in donated media.

COLORECTAL CANCER AWARENESS AT THE STADIUM



Philadelphia Phillies
In Memory of Steven Ring



Cleveland Cavaliers
Thanks to Quicken Loans



Washington Nationals
Thanks to Jerina Ordonez



Fargo Redhawks
Thanks to Amanda Houston



CREATING TRUSTWORTHY RESOURCES

**EVERY DAY, SURVIVORS, CAREGIVERS,
FAMILY MEMBERS AND MEDICAL
PROFESSIONALS TRUST FIGHT CRC'S
RESOURCES TO PROVIDE PRACTICAL,
CREDIBLE INFORMATION ABOUT TOPICS
THEY CARE MOST ABOUT.**



I first heard about your website from Luke Perry on the Rachael Ray show right around the time my husband was diagnosed with stage IIIa colon cancer. We watched your webinar on treatment options for stage III and learned about a study showing a shorter course of FOLFOX chemo was nearly as effective as the current “standard of care.” I printed the study out, presented it to our oncologist (who had NOT seen it yet) and she concurred that he could be finished with chemo! I was so ecstatic I broke down and cried. Thank you, thank you, thank you, Fight CRC! Your website is the BEST!



- Maria Madar, caregiver (pictured left)

NEW! RESOURCE LIBRARY

We launched a new website in **January 2017** that houses a new resource library containing more than 100 free videos, fact sheets, PDFs, publications and more.

ALL OF OUR RESOURCES ARE MEDICALLY-REVIEWED BY MEDICAL EXPERTS.

The library was visited more than **17,800 TIMES** in its first 6 months.

TOPICS COVERED

If it impacts colorectal cancer patients, we talk about it. Here are some of the topics our resources hit on this year!

**& FAMILY HISTORY
& GENETIC TESTING**

OSTOMY CARE AND SUPPORT

EXERCISE AND

PHYSICAL ACTIVITY

SCREENING AND SURVEILLANCE

**COPING WITH
END-OF-LIFE
DECISIONS**

**CHEMOTHERAPY
SIDE EFFECTS**

**MENTAL HEALTH, DISTRESS,
AND THE NEW NORMAL** **CLINICAL
TRIALS**

SPIRITUALITY

RADIATION - HOW IT WORKS AND WHEN IT'S USED

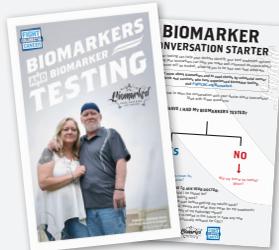
NEW FREE RESOURCES THIS YEAR!



59%
GROWTH
from prior
issue!

Spring 2017 Beyond Blue

NO. OF DISTRIBUTORS: 412
CIRCULATION: 6,000 PRINTED
AVAILABLE ONLINE AT
FIGHTCRC.ORG/SPRING17BB



Biomarker Mini Mag & Conversation Starter

CIRCULATION: 2,500 PRINTED
AVAILABLE ONLINE AT
FIGHTCRC.ORG/BIOMARKED



Your Guide in the Fight

CIRCULATION: 1,000 PRINTED
TOTAL DOWNLOADS: 3,600
AVAILABLE ONLINE AT
FIGHTCRC.ORG/GUIDE



39%
GROWTH
from prior
issue!

Fall 2016 Beyond Blue

NO. OF DISTRIBUTORS: 260
CIRCULATION: 6,000 PRINTED
AVAILABLE ONLINE AT
FIGHTCRC.ORG/FALL16BB



Genetics Mini Magazine

CIRCULATION: 5,000 PRINTED
AVAILABLE ONLINE AT
FIGHTCRC.ORG/GENETICSM



Side Effects Mini Magazine

CIRCULATION: 6,000 PRINTED
AVAILABLE ONLINE AT
FIGHTCRC.ORG/SIDEEFFECTSM



Research and Resources Blog

PUBLISHED: 20+ ARTICLES
AVAILABLE ONLINE AT
FIGHTCRC.ORG/BLOG

WEBINAR



Free Patient Webinars

TOTAL PRODUCED: 12 NEW WEBINARS
DOWNLOADS/VIEWS: 8,000
AVAILABLE ONLINE AT
FIGHTCRC.ORG/WEBINARS



Taboo-ty Podcasts

TOTAL: 11 NEW EPISODES
LISTENS: 3,800
DOWNLOADS/VIEWS: 8,000
AVAILABLE ONLINE AT TABOO-TY.ORG

WINNER OF 2017
GOLD HERMES &
AIGA INSHOW AWARDS!

This UPDATED guide is a 3-part book for those who have been diagnosed with, or who have a loved one diagnosed with, stage III or IV colorectal cancer.

EXTENDING OUR REACH THROUGH PARTNERSHIPS



We sponsored the 2016 NCCN Guidelines for Patients:

Colon Cancer.

In the first 6 months after publication, it received approximately **314,300 page views** on NCCN.org, the booklet was viewed by over 17,000 unique users and at least 175 print copies were ordered. Requests for translated versions were received from all over the world. Fight CRC sponsored the 2017 version, as well as the new 2017 NCCN Guidelines for Patients: Rectal Cancer.

DOWNLOAD AT NCCN.ORG »

In partnership with Lilly Oncology and in memory of stage IV survivor Clint Cummings, a contestant on Spike's Ink Masters and owner of Sparrows Tattoo, we launched a national campaign around biomarkers to help patients understand that just like a tattoo, a biomarker is unique. Patients understanding their biomarkers is extremely important, as it could directly affect their treatment plan, ensuring they get the best treatment for them.

CHECK IT OUT AT FIGHTCRC.ORG/BIOMARKED »



RESOURCE LINE Call toll free 1.877.427.2111



We provide access to Cancer Support Community services through our free Resource Line where

callers can receive support including: local or national resources (including support groups, transportation services and other programs); short-term cancer counseling and emotional assistance; treatment decision planning; financial counseling regarding the costs of cancer and its treatments; and access to an online distress screening program, CancerSupportSource®.

Our partnership with Inspire helps people connect through private, password-protected, professionally-moderated message boards. **We have over 4,500 members from 5 countries who engage in our Inspire community.** We also have thousands of advocates in our Facebook groups.



FIGHTCRC.ORG/INSPIRE »

PATIENTS TELL ALL!

In July 2016, we piloted our first patient survey to get feedback on our resources. We repeated the survey in the summer of 2017 and had 310 individuals participate in the survey (13% higher participation!) Here's what we found out:

WHO'S USING OUR RESOURCES?

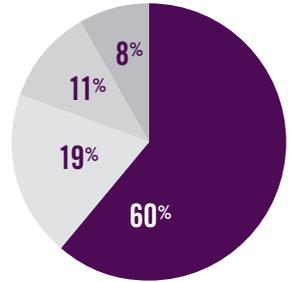
Fight CRC is reaching a wide array of individuals touched by colorectal cancer!

60% SURVIVOR/PATIENTS
(34% are between ages 50-59, 25% between 40-49)

19% FAMILY MEMBERS

11% MEDICAL PROFESSIONALS / RESEARCHERS

8% "OTHER" (Advocates, patient navigators and public health professionals)



WHAT RESOURCES DO THEY USE MOST?

#1 WEBINARS

Closely followed by Your Guide in the Fight and then topic-specific fact sheets.

EASY TO UNDERSTAND. EVIDENCE-BASED.

ARE THEY SATISFIED WITH OUR RESOURCES?

Those who utilize Fight CRC's resources are overwhelmingly satisfied!

88% STRONGLY AGREE or agree they are satisfied; 11% are neutral

87% HAVE LEARNED SOMETHING NEW from the resources

WOULD THEY RECOMMEND THEM TO A FRIEND?

APPROXIMATELY 95% OF PARTICIPANTS STRONGLY AGREE

or agree that they trust Fight CRC's resources and would recommend them to another person affected by colorectal cancer.

MEDICAL ADVISORY BOARD

Our distinguished Medical Advisory Board members review materials, present webinars and speak at our events to help insure information published by Fight CRC is credible and medically-reviewed.

DENNIS J. AHNEN, M.D.

Professor Emeritus, University of Colorado School of Medicine
Director of Genetics Clinic, Gastroenterology of the Rockies

AL B. BENSON III, M.D., FACP

Northwestern University
Hematology/Oncology

NANCY BAXTER, M.D., FRCSC

St. Michael's Hospital, University of Toronto
General Surgery

DUSTIN DEMING, M.D.

University of Wisconsin
Carbone Cancer Center
Gastrointestinal Oncology

DAN DIXON, PH.D.

University of Kansas Cancer Center
Molecular & Integrative Physiology

RICHARD M. GOLDBERG, M.D.

Ohio State University
Medical Center
Medical Oncology

CAROLYN GRANDE, CRNP, AOCNP

University of Pennsylvania
Nurse Practitioner

DAVID GREENWALD, M.D.

Mt. Sinai Hospital
Gastroenterology

AXEL GROTHEY, M.D.

Mayo Clinic College of Medicine
Medical Oncology

HEATHER HAMPEL, MS, CGC

Ohio State University
Comprehensive Cancer Center
Cancer Genetic Counselor

JEAN S. KUTNER, M.D., MSPH

University of Colorado Hospital
Internal Medicine

HEINZ-JOSEPH LENZ, M.D., FACP

University of Southern California
Oncology

PAUL J. LIMBURG, M.D., MPH

Mayo Clinic
Gastroenterology, Hepatology

JOHN MARSHALL, M.D.

Georgetown University
Medical Center
Hematology/Oncology

HOWARD MCLEOD, PHARM.D.

Moffitt Cancer Center
Cancer Epidemiology

NEAL J. MEROPOL, M.D.

Vice President of Research
Oncology
Flatiron Health

EDITH MITCHELL, M.D., FACP

Thomas Jefferson University
Medical Oncology

HARVEY J. MURFF, M.D., MPH

Vanderbilt University
Division of General Internal
Medicine and Public Health

NICHOLAS PETRELLI, M.D.

Christiana Care Health System
Surgical Oncology

LEONARD SALTZ, M.D.

Memorial Sloan-Kettering
Cancer Center
Gastrointestinal Oncology

JOEL E. TEPPER, M.D.

University of North Carolina
School of Medicine
Radiation Oncology

**FIGHT CRC IS A TRUSTWORTHY ORGANIZATION
DEVELOPING RESOURCES WITH POTENTIAL TO
TRULY AFFECT SOMEONE'S CANCER EXPERIENCE.**

LEADING THE SOCIAL MEDIA CHARGE!



IT'S BEST TO NOT FACE CANCER ALONE.

At Fight CRC, we're committed to connecting people touched by the disease. We unite under a shared vision: victory over colon and rectal cancers. We're always one post away.



FIND US ON SOCIAL!

@FightCRC

SHOW US YOUR STRENGTH!

#StrongArmSelfie

CHECK OUT ADVOCACY EFFORTS!

#CRCadvocacy



Our president was chosen to serve on the **Stand Up To Cancer CRC Dream Team!**

Fight Colorectal Cancer April 4 · 🌐

So proud of our president Anjee Davis - she was chosen to serve on the Stand Up To Cancer CRC Dream Team!

Fight CRC President to Serve as Advocate for Stand Up to Cancer CRC Dream Team | Fight Colorectal Cancer

Today, Stand Up to Cancer (SU2C) announced the formation of a \$12 million Dream Team dedicated to the fight against colorectal cancer. Anjee Davis, president of...

FIGHTCOLORECTALCANCER.ORG





SHOW US YOUR STRENGTH! TAG @ FIGHTCRC!



RATS Academy at University of Wisconsin. (From left to right) **Andrea (Andi) Dwyer**, **Dr. Dusty Deming**, Wisc. Lt. Governor **Rebecca Kleefisch** (also a CRC survivor) and CEO of UW Health **Alan Kaplan, M.D.**

Make plans to join us in summer 2018! Climb for a Cure started in 2016 and has become an annual event in Colorado.

SPENDING DOLLARS WISELY

THIS YEAR, WE ONCE AGAIN DIRECTED 93 CENTS PER DOLLAR INTO PROGRAMS.

As a nonprofit our philanthropy efforts are built upon trust, strong ethical standards and principles. We have an active, capable and diligent Board of Directors and a management team focused on accountability and best financial practices. We continuously review and monitor our strategies and our impact so we can assure YOU we maximize your investment and earn your trust.

APPLAUSE AND RECOGNITION

Charity Navigator

Fight Colorectal Cancer received a score of 95.3 out of 100 overall based on FY16 reports, with 100 percent score for accountability and transparency. This was the highest score amongst all colorectal cancer charities reviewed by Charity Navigator.

GuideStar

GuideStar ranked Fight Colorectal Cancer as Platinum for our full transparency practices.



AMAZING PHILANTHROPISTS

We're grateful for the time and dedication these philanthropists have given to ensure our mission-driven activities are funded! Meet the top fundraisers this year!



Bill & Anita Marie's Backyard BBQ raised \$5,979



Steve Mayberry Memorial BBQ raised \$7,600



Friends of Rose tournaments raised \$5,000+



Bill & Nancy Malthouse estate donated \$150,000 (\$100K going to research)



Bergen Eye Center donated over \$3,000



Sparrows Tattoo awareness activities generated \$2,100



Team Johnson raised almost \$8,500



The 2017 Polar Bear Dip for a Cure raised \$3,605



In honor of Robyn Schmid Tiffée, **The Mercury Network** raised \$6,000+

GETTING HAIRY

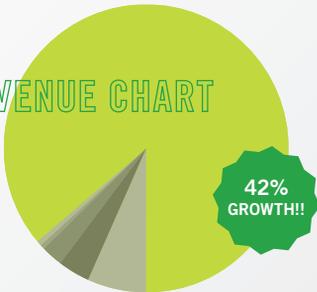
In 2016, **No-Shave November**—a 501(c)3 that raises money for cancer awareness and research—donated **\$464,400** to Fight CRC - our largest single donation to-date!

With the funds, we doubled our research grant, launched a new website, scholarshipped advocates to Call-on Congress and put free resources into patients' hands.



FISCAL YEAR 2017 FINANCIALS

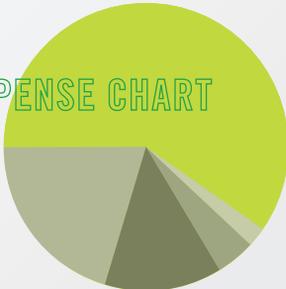
REVENUE CHART



\$583 INTEREST
\$2,500 OTHER
\$15,081 PROGRAM FEES
\$26,549 PRODUCT
\$365,320 IN-KIND
\$2,589,016 CONTRIBUTIONS

\$2,999,049 TOTAL

EXPENSE CHART



\$56,784 MANAGEMENT
\$102,329 FUNDRAISING
\$302,770 RESEARCH
\$470,115 POLICY
\$1,367,766 AWARENESS / EDUCATION

\$2,299,764 TOTAL

FISCAL YEAR 2017 FINANCIALS

Statement of Activities

Fiscal Year ending June 30, 2017

INCOME	2017	2016
Contributions Unrestricted	1,502,473	1,342,107
Contributions Restricted	1,086,543	424,166
Product Sales	26,549	15,215
In-kind donations	365,320	315,100
Interest Income	583	766
Program Fees	15,081	13,582
Other Income	2,500	6,550
Net assets released	0	0
TOTAL REVENUE	2,999,049	2,117,486

PROGRAM & SUPPORT SERVICES EXPENSES

Program Services

Awareness/Education	1,367,766	1,053,888
Policy	470,115	396,163
Research	302,770	304,881

Supporting Services

Management	56,784	25,516
Fundraising	102,329	76,164

TOTAL EXPENSES **2,299,764** **1,856,612**

Balance Sheet

Fiscal Year ending June 30, 2017

CURRENT ASSETS	2017	2016
Cash	1,502,473	1,342,107
Contribution Receivables	1,086,543	424,166
Prepaid Expenses	26,549	15,215
Inventory	365,320	315,100
TOTAL CURRENT ASSETS	2,999,049	2,117,486

PROPERTY & EQUIPMENT

Furniture & Equipment	77,643	24,186
Less Accumulated Depreciation	(18,551)	(16,895)
PROP & EQUIP NET	59,092	7,291

OTHER ASSETS

Security Deposit	1,650	3,500
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CURRENT LIABILITIES

Accounts Payable	47,700	28,881
Accrued payroll & vacation	45,010	31,007

TOTAL LIABILITIES & ASSETS **1,634,080** **901,962**

NET ASSETS

Unrestricted	56,345	556,525
Temp Restricted	524,855	285,549
TOTAL NET ASSETS	581,200	842,074

A crowd of diverse people, including women and men of various ages and ethnicities, are shown in a celebratory mood. They are wearing winter clothing like jackets and scarves. The image is overlaid with a blue and white graphic consisting of thick, horizontal brushstrokes. In the center, there is a white rectangular box containing the text 'FIGHT COLORECTAL CANCER'. At the bottom, the slogan 'get behind a cure.' is written in a white, lowercase, sans-serif font, followed by a registered trademark symbol. Below the slogan is the website address 'FIGHTCRC.ORG' in a smaller, white, uppercase, sans-serif font.

**FIGHT
COLORECTAL
CANCER**

get behind a cure.®

FIGHTCRC.ORG